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NUVO CONDOMS WILL MAKE CONDOM DONATIONS TO HIGH SCHOOL PROMS

NEW YORK, May 2, 2012 – NuVo Condoms, has announced a new offer they will be providing to high schools throughout the U.S. The **NuVo Cares** program, an initiative founded by NuVo Condoms in 2011, will donate condoms to any high school administration that would like to have a free supply of condoms available to distribute to students before their school prom.

According to recent reports, **one in five** seventeen-year-olds plan to have sex for the first time on prom night. NuVo Condoms **is not condoning** sex for teenagers at prom but would like to make sure that all students are being safe and protected by offering high schools free condoms. About one in two pregnancies in America are **unplanned** and many teenagers are going to have sex after prom anyway, so NuVo would like to take an active role to provide protection against teenage pregnancy and/or unwanted STD's.

"We are always looking for creative ways to spread the word about safe sex to impact the growth in STD's and unplanned pregnancy," said Behn Goldis spokesperson for **NuVo Condoms**. *"We know that high school students are engaging in unprotected sex and prom is often the time when unprotected sex takes place. We really want to bring awareness of safe sex practices and want to provide our product as a way to create awareness of safe sex."*

Any high school that wishes to receive a free supply of NuVo Condoms to distribute to students before the prom, please contact nuvo@nuvocondoms.com. This offer is not open to consumers and is only available to interested high school administrations.



NuVo Condoms is the challenger brand that is making a bang --literally-- in the condom industry. The urban, edgy packaging promotes NuVo's message of having a positive, fun yet responsible approach to sexuality and sexual relationships. NuVo is committed to making an impact on unwanted pregnancy and the recent rise in STD's by making condoms available to anyone who needs them at a competitive price.

NuVo Condoms deploys a number of grass roots programs to get the word out about having fun in a safe and responsible manner including: sponsorships, concerts, tailgates, philanthropies and distributing **over 400,000 free condoms** in 2011 alone. Additionally, NuVo has helped celebrities and athletes such as **Justin Bieber, Ashton Kutcher, Jim Thome, Tom Brady** and more, stay protected during their "times of need" by providing a generous supply of NuVo Condoms. NuVo Condoms was one of the top sponsors of the 2012 World Series Beer Pong Tournament that took place in early January in Las Vegas. The NuVo Protection Plan helped NFL quarterbacks, who got sacked the most every week, stay safe and protected with a free supply of NuVo condoms.

NuVo Condoms can be purchased in Duane Reade stores, select Walgreens stores, regional retail drug chains and online at CVS.com, drugstore.com and amazon.com. NuVo will hit other stores nationwide later this year.

NuVo Condoms are manufactured by NV Healthcare, LLC.

For more information on NuVo condoms, please visit:

www.nuvocondoms.com

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